

OVERVIEW—Looking over a pen of Gelbvieh heifers during the Wyoming Gelbvieh Assn. field day held recently were Fred and Lee Kummerfeld (left), hosts, Minnetonka, Wyo.; Travis Fawcett, Ite Heights, S.D.; 1981 American Gelbvieh Assn. Ambassador; Brenda Klotz, Sterling, Colo.; 1980 AGA Ambassador; Mr. Fawcett, Ite Heights, S.D.; Gelbvieh Gals President; Ted MacLennan, Bonnet, Colo.; American Gelbvieh Assn. president; and Dan Fawcett, Ite Heights, S.D., AGA vice-president.

NCA proposes ESS change

The National Cattlemen's Assn. has recommended changes in agricultural statistical and economic reports which it feels would make the information more useful and, at the same time, save taxpayer's money.

The recommendations were made in a statement presented to the Economic and Statistics Service (ESS) of the USDA, in connection with the ESS budgeting process. The statement, prepared by NCA's marketing committee, was presented by Burton Eller, NCA vice president for government affairs.

NCA said ESS should: 1) collect and provide only basic economic data for use by agricultural producers and related industries; 2) provide only those vital services and information which it is not feasible for the private sector to provide; and 3) conduct useful and timely economic research which addresses current and prospective industry problems.

NCA said ESS can make budget savings without reducing services which are really useful to mainstream agriculture and which benefit the public as well.

Basic points made by NCA included: • USDA should reduce or eliminate its current analysis and outlook information. It should provide basic inventory and other data of use in cattle and other products. But it should not be issuing price forecasts. Analysis and outlook information is now provided by private services, state extension services and others. It no longer is necessary for USDA to devote expensive resources to forecasting.

A recent survey showed that most NCA members feel USDA's role should be one of collecting and reporting basic data. Most feel that USDA outlook reports are of limited value or of no value. If budget cuts are necessary, the cuts should be made in the market outlook area.

• In making adjustments in its economic reporting, NCA said ESS should: 1) collect and provide only basic economic data for use by agricultural producers and related industries; 2) provide only those vital services and information which it is not feasible for the private sector to provide; and 3) conduct useful and timely economic research which addresses current and prospective industry problems.

A good vacation is over when you begin to yearn for more work. Dr. Morris N. Babin, Holbrook, Ariz., is a veterinarian who has been practicing for 20 years. He is a member of the American Veterinary Medical Association and the Arizona Veterinary Medical Association. He is also a member of the American College of Veterinary Surgeons and the American Association of Equine Practitioners. He is a graduate of the University of Arizona and the University of California. He is a member of the American Veterinary Medical Association and the Arizona Veterinary Medical Association. He is also a member of the American College of Veterinary Surgeons and the American Association of Equine Practitioners. He is a graduate of the University of Arizona and the University of California.

Swan calls for attention to end product marketing

More cattlemen must become interested in what happens to beef after it gets into processing and distribution channels, Bill Swan said recently.

Swan, the Bozeman, Idaho, cattlemen who is president of the National Cattlemen's Assn., commented on industry developments in a talk at the annual convention of the Florida Cattlemen's Assn.

"If our industry is to be strong and profitable," Swan said, "more of us will have to think beyond selling cattle to an auction market or a packer. We must support efforts to analyze consumer markets and then influence what happens to our product during the marketing process."

Swan noted that NCA has been involved in efforts to step up state check-offs and increase funding for national programs of beef research, education and promotion. He also cited some of NCA's programs in government affairs and public information which are aimed at improving the beef image and countering anti-meat dietary advice.

One key NCA effort at this time is to obtain changes in beef grading which will encourage the production of leaner beef, thereby meeting growing consumer demand for such beef.

Swan told of the forthcoming appointment and meetings of an industry-

wide steering committee, including representatives of related industries as well as cattlemen from all parts of the country. This group will look at over-all industry program needs, explore funding methods and develop proposals for stronger coordinated efforts.

"The competitive situation for beef is currently quite difficult, mostly because of the weak economy and record large supplies of competitive meats," Swan said. "However, beef is still by far the most preferred meat—as evidenced by per capita spending for beef."

"If we can make our entire business more productive, from cattle production through processing and

distribution, we will be able to compete more effectively. At the same time, we must analyze the different market segments more closely, help see that products meet changing consumer demands and then promote the positive values of beef."

"It appears that the economy will be improving in the years ahead, and we must take advantage of beef's many pluses to maintain and improve our position in the marketplace. Also, NCA and its affiliated organizations will continue to work in the regulatory and other areas in order to improve our efficiency and improve our opportunities for profit."

Shortcomings listed by GAO

The most frequently mentioned alternatives to the Delaney Clause would not only not solve the controversy over how the federal government should regulate the use of carcinogenic food additives, according to the General Accounting Office (GAO).

Reprints CNS, at recent House agriculture subcommittee hearings, the GAO testified that leaving the clause unchanged would result in continued controversy over the accuracy of testing methods used to determine whether an additive is carcinogenic.

The Delaney Clause requires a ban on the use in food in any amount of any additive found to cause cancer in laboratory animals. However, the GAO noted that Congress does have the option of overriding the Delaney Clause through legislation in individual cases.

The GAO recommended that Congress, in debating possible alternatives to the

Delaney Clause, should consider that the zero cancer risk required of additives may be impossible to achieve as technology allows scientists to find suspect carcinogens in progressively smaller concentrations.

Also, there is no general agreement on the accuracy and reliability of tests used to determine whether substances cause cancer.

The GAO cited two legislative options which would allow FDA to regulate carcinogenic food additives according to the risk involved in their use. The first would require FDA to ban a cancer-causing additive only if the risks of its use exceed a predetermined acceptable risk level.

The second would allow FDA to forego a ban if the health risk of a carcinogenic additive exceeded the health risk of not using it.

However, the GAO noted that there was no expert consensus as to whether there exists a safe level at which to permit the use of a



DRUG RESEARCH—Don Wright of Elanco, outlined problems in development of agriculture drugs and chemicals for Montana Stockgrowers at their recent convention in Billings. Wright cited changes in the process of new drug development, sensitivity of method and proposed cyclic review, as some of the areas that add costs to new drugs that are often prohibitive. (Staff photo by Martha Williams)

carcinogenic additive. The tools for measuring risk are still being developed and there is controversy over their accuracy, GAO said. In addition, different methods of extrapolating animal test results to the human population can produce widely different indications of the cancer risk an additive could pose to humans, the GAO report said.

Legislation allowing FDA to refrain from banning a carcinogenic substance from the food supply if the benefits of its use exceed the dangers would also create problems for FDA, the report said.

It said any attempt to weight the risk of an additive against its benefits would involve FDA decisions in a series of complex social judgments. CAO said there currently are no generally recognized criteria for quantifying the benefits derived from a food additive that could be used in such a risk-benefit decision.

Why the paradox? During the upturning cattle markets of 1977-79 prices showed year-to-year increases regardless of the changes in the marketing. Also, fed cattle marketings are not all that make up beef production. In fact, fed marketings only account for from 40-70% of total production depending on the point in the cattle cycle.

Perhaps the main reason, however, for a direct relationship between changes in marketings and prices when it has occurred would deal with cattle feeders' actions based on their anticipation of marketable supplies. When indications would point to a low number of fed cattle marketings sometime in the near future, feeders tend to hold cattle to have more supplies available for the anticipated higher prices.

What happens? By the time the expected decline in numbers should occur, there are not large numbers of cattle but cattle that tend to be overweight and excessively finished.

If cattle feeders remain current on marketings and avoid over-finishing and overweight animals, cattle prices this fall should be better than generally anticipated. Still, as those textbooks explain, history generally repeats itself. That suggests that higher prices this fall are about as good as a crap game in Las Vegas.

GLENN RICHARDSON



Comments

Feeders in the seven major feeding states have placed 9% more cattle so far in 1981 than during this comparable period last year. This means that marketings this summer will undoubtedly be larger than year-earlier levels. Economic logic would imply that as marketings of fed cattle move higher, prices of fed cattle should move lower.

Surprise: When the Western Livestock Information Project, Denver, charted the percentage changes from the same quarter a year earlier for both fed cattle marketings and fed cattle prices, they discovered just the opposite actually happened.

In 13 of the last 29 calendar quarters, a year-to-year increase in fed cattle marketings has been associated with a decline in prices. Only in 16 of 29 quarters has there been an inverse relationship between changes in marketings and prices.

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GLENN RICHARDSON

Animal rightists organize action task force

By MARTHA WILLIAMS

Some 120 representatives of organizations espousing vegetarianism and animal rights met over the July 4 weekend in Allentown, Pa., to "mobilize" their diverse interests into various action programs.

A recurring theme of the coalition conference was the concept that the animal rights movement has "come of age," and is now ready to proceed with specific, organized action.

One outcome of the "Action For Life" meeting was the formation of several task force committees with specific goals; among them a task force headed by conference organizer Alex Hershaft, president of the Vegetarian Information Service, which will focus on production end standards of treatment for farm animals. The task committee will look into extensions of such laws as the Humane Slaughter Act, veal calf production methods, study of caged layers and broiler chicken production.

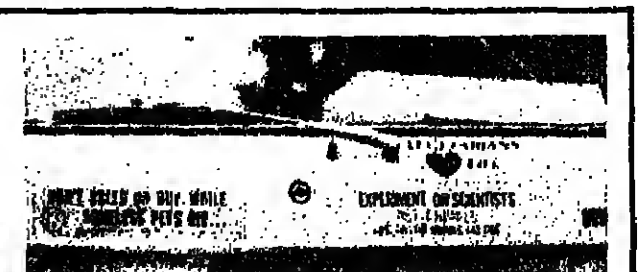
Vegetarian and animal rights spokesmen Michael Fox urged the group to act on facts and not on "rather than beliefs." The author of books and articles on animal welfare, and former Tonight Show guest told conferees that farmers

are "nonquestionable" and don't purposely abuse animals. But, added Fox, who is also the director of the Institute for the Study of Animal Problems, the mortality rate is as high as 15% to 20% in some livestock operations. That may cost

consumers close to \$4 billion. Richard Murgan, head of Writers for Animal Rights, reminded participants of upcoming events aimed at bringing increased unity and momentum to the movement. Two scheduled



ORGANIZER — Alex Hershaft, president of the Vegetarian Information Service, organized the Allentown, Pa. animal rights conference. Hershaft will head a task force focusing on protection and standards of treatment for farm animals. (Staff photo by Martha Williams)



PARKING LOT PROPAGANDA—Bumper stickers and a license plate reflected the concerns of many attending the Action For Life conference in Allentown, Pa. recently. The "mobilization" meeting was organized to unite the interests of vegetarians and animal welfare into various action task forces. (Staff photo by Martha Williams)

events mentioned were the Mobilization for Animal Rights Conference, Oct. 10-12 in Ocean City, Md., and a Mass Mobilization Task Force which aims to launch a major offensive against the three U.S. primate research centers (in Boston, Seattle and Madison, Wis.) in the spring of 1983.

CNS reports that an additional conference is scheduled in Los Angeles sometime in December and that rallies will be held April 24 of next year protesting the major primate research centers (April 24 in World Laboratory Animal Day, CNS reports).

Morgan was a participant in a workshop that discussed direct action tactics such as rallies, vigils, boycotts and strikes. Activists from Canada and Great Britain joined the workshop committee.

Irv Hershenbaum of United Farmworkers told the group that "the same people who caused cruelty" (Continued on page 7)

Feds file appeal on court DES decision

The U.S. government has filed a notice of appeal regarding the decision of U.S. District Court Judge Patrick Kelly to dismiss the government's case involving 170,000 lb. of beef illegally implanted with diethylstilbestrol, according to Robert Donlan, government attorney.

May 7, Kelly dismissed the case and ordered the beef from cattle owned by the Jarboe-Lackey Feedlot Inc., Parsons, Kan., released. He granted a 60-day stay to allow the government to decide whether to appeal. The government had sought to have the 273 carcasses destroyed. The cattle had been implanted with DES after an Oct. 31, 1979, Food and Drug Administration ban, reports CNS.

The appeal notice was forwarded to the 10th Circuit Court of Appeals in Denver, Colo., June 30, according to a court spokesman. The U.S. District Court's records on the case will be forwarded to the appellate court within 40 days, he said.

The government then will have 40 days in which to file a brief with the appellate

court, Donlan said. The government also filed a motion for a stay of Kelly's order for release of the beef in question. The stay was granted and requires that the beef remain in storage during the appeal process. The original stay expired last week.

The beef, valued at about \$250,000 when placed in storage more than a year ago, has been held at the MBPXL Corp. facility in Wichita, Kan., for more than a year.

The storage cost for the beef has been paid by the U.S. Marshall since May 7, the court spokesman said.

Senate votes on confinement unit depreciation plan

The Senate Finance Committee recently adopted as part of its tax package an amendment that would accelerate the depreciation of confinement livestock production facilities for tax purposes.

Reports CNS, the amendment would redefine these (Continued on page 7)

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Soy and fish representatives seek red meat's cooperation

Soy prota and fish industry representatives, speaking at the recent Livestock Marketing Congress '81, urged the livestock and red meat industry to cooperate, not compete, for the protein dollar.

However, a spokesman for the broiler industry said his industry is ready and willing to gain a larger market share at the expense of beef and pork.

The forum was the third session of Congress '81. The speakers were Dr. Joseph Rakosky, Jr., consultant to the American

Soybean Assn.; Lee Widdig, executive vice president of the National Fisheries Institute, and Frank Wolney, marketing manager for the broiler firm, Wayne Farms.

Underlying Rakosky and Widdig's conciliatory remarks was their description of impressive gains their industries have made in "Competing For The Protein Dollar," this year's Congress theme. And Wolney wasted no time in citing consumer research listing poultry's "perceived advantages" over red meat.

These include lower price

and consumer concern over saturated fats and cholesterol, issues that have been plaguing the red meat industry.

Rakosky said "people will cut back their red meat consumption because of costs." He added that use of a soy extender "can retard that cutback" and keep consumers eating meats "rather than substituting for them."

Faced with these cutbacks affecting their products, the livestock and red meat industry should "take action and use the protein (Continued on page 8)

Analysts predict record wheat feeding year

The feeding of wheat to poultry and livestock has increased during the last month and 1981-82 could be one of the largest wheat feeding years on record, according to analysts and nutritionists contacted by CNS.

The price relationship between corn and wheat is the major determining factor when deciding whether to feed just a feed ration, and the current price of wheat and corn in much of the South would encourage feeders to include wheat, the sources said. Researchers said 100 lb. of wheat will replace 90 lb. of corn and 10 lb. of soybean meal.

"Cattle feedlots in the High Plains have begun to include wheat in their

rations. In the last three weeks because of the price difference, according to John McNeil, area beef cattle specialist for the Texas agriculture extension service.

About 30% of the feedlots in the Texas Panhandle area

are feeding wheat, McNeil said.

About one-half of the corn in the ration is being substituted with wheat, or 25 to 35% of the ration, McNeil said. This can save a cattle feeder \$.01 to \$.15 on the cost of gain, he said.


There is a lot of inquiry from feedlots now into purchasing wheat, McNeil said.

Some feedlots are locked into their grain source or are limited by their grain storage facilities, McNeil said. The smaller feed yards are probably using wheat more, he said, especially if they are rolling or grinding the grain, rather than steam flaking.

Some feedlots can not justify using wheat because they are paying a premium for roughage, which is alfalfa in the Texas Panhandle area, according to C.L. Fields, a private nutrition consultant. If a feedlot can purchase wheat for \$.20 per cwt. less than

(Continued on page 8)

What are farm and scientific groups doing in response to the animal rights activists? Can vegetarians and animal rightists bury their differences and form a powerful, or at least persistent, coalition? Which issues will they give priority? Are there political, religious and social overtones at work behind the scenes? WJ will take an in-depth look at some of these questions in coming issues.



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CJHA hosts field day

By JERRY YORK
The Colorado Junior Hereford Assn., in conjunction with Keyhole Herefords owned and operated by Robert and Bev Miller, held their annual field day and heifer show at the ranch near Elizabeth, Colo., recently. The two day event drew large crowds and substantial numbers of entries in the heifer show and showmanship contest, in preliminaries of which were held the first day.

The second day's activities kicked off with registration and the traditional judging contest. The winners, which were announced later in the day, included Lee Benjamin, Simile, who won the jackpot judging. The top team went to the number one team from Los Angeles. The top junior individual judge was Tony Krousch, Boniah, and the all around youth award went to Justin Cummings, Julesburg. Cummings won a bred heifer donated by Keyhole Herefords for his efforts. This award was based on all around performance at activities held during the field day.

Official judges for the judging contest included: Gary McDonald, United Livestock Brokers, Fort Collins; Ted Morgan, Morgan and Marcotte, Julesburg; and Ron MacLennan, Valhalla Ranch, Bennett. Following the judging contest, Gary McDonald gave a type demonstration and spoke on female selection of Hereford cattle. This wrapped up the morning activities and noon lunch was served.

Afternoon activities got underway with the official welcome and introduction of special guests. Guest speaker Rod MacLennan told the assembled Hereford enthusiasts that they must promote beef and educate the consumers as to the benefits of consuming beef. He also said that breeders of all breeds must work together in order for the industry to survive. MacLennan also offered his views on the embryo transplants that have become popular in recent months and stressed that breeders must learn to live with the impact that embryo transplants will have on the industry.

The high activity of the afternoon was the foals for the heifer show and showmanship contest with Justin Cummings showing the champion heifer while Jean Dickinson from Browns Park showed a Prospector bred commercial halter to the reserve championship. Gary McDonald was the judge for the heifer show. Ted Morgan judged the showmanship contest and he also selected Justin Cummings as his champion showman. Cummings will represent the Colorado Junior Hereford Assn. at the All American Hereford Expo to be held in Rapid City, S.D. Jean Dickinson took reserve champion showman honors while Dustin Riddle, Whitewater, was the champion junior showman and Monica Knuteon, Genoa, took reserve junior showman honors.

Continuing their winning ways, Justin Cummings won the speech contest as Jean Dickinson finished second to take reserve champion speech honors. The speech contest was judged by Dianne Gordon, Castle Rock. At the end of the day it was obvious that the Colorado Junior Hereford Assn. officers and members had put forth an extraordinary effort to stage a well run and smoothly presented field day. The officers of the CJHA include Mary Strang, Meeker, president; Mike Field, Gunnison, vice president; Susan Kanode, Fort Collins, secretary; Jeff Belval, Matheon, treasurer; Ellen Strang, Meeker, reporter; and Bonnie Kottke, Westcliffe, director and reporter.

FIELD DAY FUN—Junior field days are under way throughout the country as young 4-Hers and FFAers try their hands at judging livestock. Brandon Nels (left), Terry Nels and Don Shirley from Estancia, N.M., won all the hardware at their state's Angus field day. (Staff photo by Lee Pitts)

Transportation: Montana receives money for study
Montana will receive \$80,000 from USDA to help finance a feasibility study on a transportation cooperative to serve areas previously served by the bankrupt Milwaukee Road. A USDA official said recently. Reports CNS, the study will focus on the feasibility of combining highway transportation and unit train loading facilities into a transportation cooperative. Mildred Thymann, administrator of USDA's Agricultural Marketing Service, said in addition, New York and North Dakota each will receive a \$80,000 grant to study ways to improve the agricultural transportation in those states. The grants will be matched by the states, and if the studies prove the projects are economically feasible, the states then will work with federal funds to help develop the systems, Thymann said.

Labor reports PPI up

Higher prices for food and consumer durable goods boosted U.S. producer prices 0.6% in June, to May. Pork, eggs, milled rice and refined sugar prices turned higher in June after

Labor gave the following percentage changes in the index:		
	JUNE	MAY
TTL Finished Goods	Up 0.6	Up 0.4
Consumer Goods	Up 0.5	Up 0.4
Bakery Products	Up 0.9	Up 0.8
Eggs	Up 3.9	Up 7.1
Beef and Veal	Up 2.4	Up 0.3
Pork	Up 2.8	Up 2.3
Dairy Products	Up 0.7	Up 0.4
Processed Poultry	Up 3.4	Up 8.4
Processed Fruit and Veg	Up 1.2	Up 0.7
Gasoline	Up 1.2	Up 1.8

compared with a 0.4% increase in May, the Labor Department reports.

Market estimates had anticipated a 0.5% increase in the index in June, reports CNS.

However, consumer food prices jumped 0.5% during the month after showing virtually no net changes from November

declining in May. Beef and veal prices increased accelerated during the month, while processed poultry and fresh fruit prices declined.

Wholesale food and feed prices moved down 0.5% in June, the fifth decline in this segment in the last seven months.

ANGUS ENTHUSIASTS—A group of Angus fans gathered near Santa Fe, N.M., recently for the state's Junior Angus field day. Louise Trigg hosted the group at her picturesque ranch. (Staff photo by Lee Pitts)

Hog shipments down, beef up, reports Japan

Shipments of Japan's domestically produced hogs and cattle may continue to follow a mixed pattern this summer, stemming from over-culling in hogs and over-production in cattle, government and industry officials said recently, reports CNS.

However, prices for both are expected to be steady, the officials said.

Officials of the Ministry of Agriculture, Forestry and Fisheries (MAFF) said June live hog shipments totaled 1.472 million head, down 3% from a year earlier.

June's relatively small decline in hog shipments was a technical result of May's sharp decline in carcass trading and did not

indicate that live hog shipments would recover to the year-earlier level soon, industry officials said. The MAFF officials forecast July live hog shipments at 1.452 million head, down 8% from a year ago.

Industry sources said pork prices may continue to be steady toward summer. The MAFF officials also said June live cattle shipment totaled 100,000 head, up 15% from a year ago.

Industry officials predicted that beef prices would turn firmer toward summer on seasonally active demand, although prices may not reach year-ago levels until fall.

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BULL TEST—Vic Gentry (left) of Gentry Double Hook Charolais, Whitman, Neb., visited with Chuck Mueller, Ogallala, Neb., test bull feeder and Bill Wilson, Ershina, Alberta, Canada, buyer of Gentry's top bulls. A double Hook bull topped the sale at \$5,500. (Staff photo by Jay Purchase)

Scientist says meat's tenderness shares spotlight with other factors

Meat tenderness is important to consumers' decisions in purchasing meat, but other factors are at least as important, said Lois McGill, a food scientist at Oregon State University, reports CNS.

"Tenderness is very important, but constantly changing social and economic conditions influence the relative importance that may be placed on tenderness as related to other palatability factors in fresh and processed meat products," McGill said at the Reciprocal Meat Conference in Corvallis, Ore., recently.

"Now taking priority in some cases are nutritional awareness, growing inflation, the increasing age of the population and energy conservation as reflected in new cooking appliances like the microwave oven," she said.

Some cuts of meat, such as ground beef or sausage may be preferred by consumers because of tenderness, versatility and shorter preparation time, she said.

Meat tenderness may be affected by pre-slaughter animal nutrition; Daryl Tatum of Colorado State University told the conference that producers will shorten pre-slaughter feeding periods, producing leaner carcasses, and will rely on new technology to aid tenderness, Tatum said. He said he doubts current production practices will continue because of depressed economic conditions, changes in consumer desires, escalating costs and finite supplies of energy.

An Oregon State researcher reported to the conference that pressurization may tenderize meat and save energy at the same time. The pressurization process may make the meat of range-fed cattle and other types of cattle as tender as that of grain-fed cattle, said Walter Kennick, head of OSU's Meat Science Laboratory.

If the pressure chamber could be developed on a larger scale—it can hold up

ing results to their estimate. After a few days persons develop a knack for eye-balling.

"Right now, the sampling method is for researchers but we are working on a mathematical formula, including many other contributing factors such as precipitation, temperature, insect damage, and wildlife grazing, so that one day, ranchers can make better management decisions. These decisions would be based more on science than educated guesses. This should help remove some of the uncertainty in beef production," says Hanson at the High Plains Grasslands Research Station, Cheyenne, Wyo.

Hanson says that differences among persons taking samples is not significant once they have been adequately trained. He analyzed data collected by persons working from 1971 through 1975 at the Central Plains Experimental Range near Nunn, Colo.

Mullins outlines industry attitudes toward beef promotion, marketing

The need to effectively reach the consumer with facts about beef has brought the beef industry closer together in the past 18 months than ever before, according to the chairman of the Beef Industry Council of the Meat Board, Mullins said.

James Mullins, a farmer and cattle feeder from Corvallis, Iowa, spoke at a recent meeting called by the promotion committee of the Beef Industry Council to review a total consumer marketing / advertising / promotion program for the beef industry.

At the meeting, in addition to BIC Promotion Committee members, were leaders of state beef councils and affiliated industry organizations. They reviewed the marketing plan proposed by Management Horizons, Inc., a consulting firm retained by the BIC in March.

"This plan is the culmination of an effort that began about 18 months ago with the failure of Beefendum," Mullins said. "We knew that the Beefendum-type option was closed and that the industry would have to put together a promotion program state-by-state. But our goal was the same—to mount an effective, coordinated national program to build better markets for beef."

The first step was finding out what type of program cattleman wanted Mullins said. That was accomplished when several beef industry organizations got together to sponsor a national Doane survey of cattleman in the summer of 1980.

"From the Doane survey we learned, first, that cattleman do want a strong national market development program, that they are willing to invest significantly in it, and that they believe

it should be carried out by a federation of state beef councils, the National Cattlemen's Assn. and the Beef Industry Council of the Meat Board," Mullins said. As evidence of the industry-wide support for beef market development, 22 states have taken or are considering action to increase their beef rates, Mullins added. Most are moving to a \$25 per head rate, but several are considering \$50 or even \$100 per head.

The next step in bringing the beef industry together was taken in March 1981, when all state and national beef organizations convened at the National Beef Forum to discuss ways in which the industry could be returned to profitability.

"Two significant actions were taken at the Beef Forum," Mullins said. "First, a steering committee was endorsed to take a look at the total beef industry, from production through marketing and retailing, with an eye toward increasing profitability wherever possible."

"Second, the forum unanimously endorsed the adoption of the Beef Industry Council's revenue development goals by July of 1982. These goals, which

call for a minimum state checkoff rate of \$25 per head with at least 40% invested in the national program, will help provide the funds we will need to implement our marketing plan."

The plan is the result of 3½ months of work by Management Horizons and beef industry organizations, Mullins said. It calls for a minimum 1982 beef industry investment of \$7 million, which will be allocated for television, magazine, radio and outdoor advertising in the top U.S. markets. Retailer tie-in materials will also be widely distributed.

"I think the beef industry recognizes the urgent need for a long-range consumer marketing program like this," Mullins said. "Beef is facing tougher competition today than perhaps ever before. But we still have a good product—one that can meet the needs of today's consumer. If we commit ourselves to a consistent, coordinated national program, I believe we can help return the industry to profitability."

"The final step, then, is for the industry to review the marketing plan, change it as necessary, and then work to generate the funds that will make it a reality."

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GOOD GAINS—The Bradley Ranch of Electro, Texas, reported the best gains in years on heifers such as these. Moisture conditions in the Southwest remain spotty with the much needed summer rains just beginning. (Staff photo by Lee Pitts)

USDA expresses straddle concerns

USDA has expressed both formally and informally its concern to the Treasury Department that pending commodity tax straddle legislation could hurt market liquidity, a department official said recently.

Reports CNS, while in support of closing the tax loophole, USDA is concerned elimination of tax straddles could hurt liquidity and distort the normal supply-demand price signals of the market. Deputy Assistant Agriculture Secretary for Economic Development, Ahalt said.

Ahalt told CNS USDA has not made any public statement on its communication with the Treasury Department, pointing out that Treasury is responsible for the tax straddle bill.

However, he said USDA would continue studying the situation. "USDA" has not decided when or if it would make public a study, he said.

Some industry officials have quoted USDA as officially opposing the tax straddle bill, which was recently passed by the Senate Finance Committee.

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Market Roundup:

Fed numbers up, market trade light

MANY IN THE CATTLE industry are keeping in the back of their minds the USDA cattle-on-feed placement figure of 39% of a year ago. Increasing fed cattle numbers and unprofitability for August and September are beginning to surface.

Cash cattle prices in the Texas Panhandle have declined \$1.2 per cwt. in the last two weeks, although feedlots are still considered current. At current price levels most cattle feeders are still making a profit, but if cash prices hit the \$60 range, as expected in August and September, there will be some losses.

With trade continuing to decline most packers are finding themselves short tonight. Also beef has not moved well at the \$112-113 per cwt. level where it was last week, and it has met resistance from retailers. Thus, the \$2-3 per cwt. decline in choice, YG-3 steer carcasses last week.

Some market sources said dressed beef prices are not warranted above the \$110 level and will trade in that price range this week. Retail interest would increase if packers would abstain from supporting the market, allowing it to stabilize on its own merits, they said. However, the level of cash cattle prices makes it tempting for packers to support beef prices above \$110.

OKLAHOMA CATTLE STEERS MD. frame #1 425-500 lb. \$02.75-06.95; 600-600 lb. \$02.63-08.75; 600-700 lb. \$01.70-03.80; 700-800 lb. \$01.02-03.80; 800-1000 lb. \$00.60-0.60. Heifers md. frame #1 450-475 lb. \$04.58-00.80; 500-575 lb. \$05.57-05.85; 600-700 lb. \$07.59-05.85. Amarillo steers md. frame #1 200-300 lb. \$07.85-05.85; 300-400 lb. \$08.75-05.80; 400-500 lb. \$09.75-05.80; 500-600 lb. \$10.75-05.80. Heifers md. frame #1 200-300 lb. \$08.50-05.80; 300-400 lb. \$09.50-05.80; 400-500 lb. \$10.50-05.80; 500-600 lb. \$11.50-05.80. Dodge City steers md. frame #1 400-500 lb. \$04.75-05.75; 500-600 lb. \$05.75-05.80; 600-700 lb. \$06.75-05.80; 700-800 lb. \$07.75-05.80; 800-900 lb. \$08.75-05.80; 900-1000 lb. \$09.75-05.80. Heifers md. frame #1 400-500 lb. \$05.75-05.80; 500-600 lb. \$06.75-05.80; 600-700 lb. \$07.75-05.80; 700-800 lb. \$08.75-05.80; 800-900 lb. \$09.75-05.80; 900-1000 lb. \$10.75-05.80.

COLORADO STEERS MD. frame #1 400-500 lb. \$07.71-05.85; 500-600 lb. \$08.50-08.75; 600-700 lb. \$09.50-04.25; 700-800 lb. \$08.25-05.75; 800-900 lb. \$09.25-05.75; 900-1000 lb. \$10.25-05.75. Heifers md. frame #1 450-550 lb. \$05.60-05.60. Wyoming, western Nebraska, south western South Dakota steers md. frame #1 555-05.65 lb. \$04.75-05.75; 600-700 lb. \$05.75-05.80; 700-800 lb. \$06.75-05.80; 800-900 lb. \$07.75-05.80; 900-1000 lb. \$08.75-05.80. Heifers md. frame #1 450-550 lb. \$05.75-05.80; 500-600 lb. \$06.75-05.80; 600-700 lb. \$07.75-05.80; 700-800 lb. \$08.75-05.80; 800-900 lb. \$09.75-05.80; 900-1000 lb. \$10.75-05.80. Montana steers md. frame #1 600-800 lb. \$06.25-05.75; 700-800 lb. \$07.25-05.75; 800-900 lb. \$08.25-05.75; 900-1000 lb. \$09.25-05.75. Heifers md. frame #1 550-725 lb. \$05.80-05.80. California steers md. frame #1 500 lb. \$07.1; 800-825 lb. \$08.54. Heifers md. frame #1 500 lb. \$05.65; 600-725 lb. \$06.57. Washington, Oregon, Idaho steers md. frame #1 300-500 lb. \$07.75; 500-600 lb. \$08.25-05.75; 600-700 lb. \$08.75-05.68; 700-800 lb. \$09.25-05.60. Heifers 300-600 lb. \$07.50-05.64; 500-600 lb. \$08.50-05.60; 600-800 lb. \$09.50-05.60.

ARIZONA SLAUGHTER STEERS mixed good and choice 2-3 975-1100 lb. \$08.50-05.80; good with choice 2-3 900-1075 lb. \$08.50-05.80; good 2-3 950-1075 lb. with corncries \$06.87. Heifers mixed good and choice 2-3 900-925 lb. \$06.80; good with choice 2-3 850-950 lb. \$06.85-05.75. California slaughter steers mostly choice 2-4 1025-1100 lb. \$08.71; mixed good and choice 2-4 975-1100 lb. \$07.70; good 2-4 1000-1100 lb. \$07.60-05.80; Halstead good and choice 1-3 1050-1075 lb. \$06.5; mostly good #2's 1100-1300 lb. \$03.50-04.80; standard and good 1-2 1300-1350 lb. \$09.50-00. Heifers choice 2-4 950-1150 lb. \$08.57. Idaho slaughter steers good to mostly choice 2-3 1100 lb. \$08.50; 1100-1150 lb. \$07.0. Heifers good to mostly choice 2-3 950 lb. \$06.7.

NEW MEXICO SLAUGHTER steers mostly choice 2-4 1050-1100 lb. \$07.50-07.10; mixed good and choice 1000-1100 lb. \$08.70; Holsteins \$06.07. Heifers mostly choice 2-3 900-950 lb. \$07.75-08.50; mixed good and choice 900-1050 lb. \$07.57-05.80. Western Kansas slaughter steers choice 2-4 1025-1225 lb. \$07.75-07.10; choice with end good \$07.71; mixed good and choice 1100-1200 lb. \$08.50; Holsteins \$04.50-05. Northern San Jacinto slaughter steers mostly choice 2-3 1025-1100 lb. \$09.00; good and choice 2-4 1325 lb. \$07. Texas, western Oklahoma slaughter steers good to mostly choice 2-4 1000-1075 lb. \$07.70-05.80; good and choice 2-4 925 lb. \$06. Heifers good and choice 2-4 875-950 lb. \$07.50; mixed good and choice 2-3 900-925 lb. \$06.50-07; good and choice 2-4 1050 lb. heifers \$06.3.

UTAH SLAUGHTER STEERS good to mostly choice 2-3 1075-1200 lb. \$08.70; mixed good and choice 1050-1175 lb. \$08.68; Holsteins \$02.65. Heifers good to mostly choice 2-3 950-1025 lb. \$07.57-05.80. Wyoming, western Nebraska slaughter steers good to mostly choice 2-3 1100-1200 lb. \$07.25-07.1; Heifers choice 2-3 950-1000 lb. \$08.50-05.80; good to mostly choice 2-3 950-975 lb. \$07.75-08. Slaughter spring lambs choice and prime 90-120 lb. \$01.35-01.18-05.80; \$06.00-08.90; 99-118 lb. shorn with #1 points \$02.30-06.80. Utility and good \$12.75; cull \$17.12. Feeder lambs choice and fancy 60-90 lb. \$05.00. Sioux Falls feeder pigs US 1-2 70-90 lb. \$13-17; 90-100 lb. \$17-28; 100-120 lb. \$28-31; 120-140 lb. \$31-41; 140-160 lb. \$41-46; 160-180 lb. \$46-51; 180-200 lb. \$51-56; 200-220 lb. \$56-61; 220-240 lb. \$61-66; 240-260 lb. \$66-71; 260-280 lb. \$71-76; 280-300 lb. \$76-81; 300-320 lb. \$81-86; 320-340 lb. \$86-91; 340-360 lb. \$91-96; 360-380 lb. \$96-101; 380-400 lb. \$101-106; 400-420 lb. \$106-111; 420-440 lb. \$111-116; 440-460 lb. \$116-121; 460-480 lb. \$121-126; 480-500 lb. \$126-131; 500-520 lb. \$131-136; 520-540 lb. \$136-141; 540-560 lb. \$141-146; 560-580 lb. \$146-151; 580-600 lb. \$151-156; 600-620 lb. \$156-161; 620-640 lb. \$161-166; 640-660 lb. \$166-171; 660-680 lb. \$171-176; 680-700 lb. \$176-181; 700-720 lb. \$181-186; 720-740 lb. \$186-191; 740-760 lb. \$191-196; 760-780 lb. \$196-201; 780-800 lb. \$201-206; 800-820 lb. \$206-211; 820-840 lb. \$211-216; 840-860 lb. \$216-221; 860-880 lb. \$221-226; 880-900 lb. \$226-231; 900-920 lb. \$231-236; 920-940 lb. \$236-241; 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